



BSG
LIVE'23
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BSG LIVE'23

Industry Prospectus

19th - 22nd June 2023 | ACC Liverpool

BSG LIVE'23

Contents

Welcome	3
About the BSG	4
Your Hosts.....	5-6
Membership Profile	7
The BSG & Industry	8
BSG LIVE'23 Programme Summary	9-10
Exhibition	11-13
BSG LIVE'23 Industry Partner Package	14-15
Industry Symposia	16-17
Endoscopy Training Village	18
Regulatory Considerations	19
BSG LIVE'23 Industry Booking Form	20
Contact Details	21

Dear Colleagues

It is with great pleasure that we invite you, on behalf of the Planning Committee, to join us at BSG LIVE'23 taking place in Liverpool from 19th – 22nd June 2023. As the largest gathering of the GI community in the UK, we are expecting over 2,200 healthcare professionals to join us at the ACC Liverpool for this major, four-day scientific meeting. The BSG LIVE'23 audience is comprised of physicians, surgeons, pathologists, radiologists, scientists, nurses, dieticians, and others working in the fields of gastroenterology and hepatology.

BSG LIVE'23 objectives are to:

- educate our members and guests regarding state-of-the-art investigation and management, and new developments
- provide high-quality CPD for our members
- allow researchers in all gastroenterology related fields to present, share and discuss their findings
- encourage and help enable collaborative working and research in all fields
- host meetings and events for our Trustees, Executive, Council, and BSG section committee meetings as required
- work together with Industry to allow our members to see and hear about new developments that may help improve patient management

BSG LIVE'23 will feature a Monday Masterclass, an opening plenary session and more than 50 specialist scientific symposia. We will be delivering a hands-on Endoscopy Training Village allowing personal training in different endoscopic scenarios. Following the success of our expanded programme in 2022, we will once again be offering two full days of training.

We invite you to take to the stage to present advancements you have made in treatment methodologies, equipment breakthroughs and other insights and innovations. This year we are also opening our exhibition from Monday lunchtime, to offer more opportunities to engage with delegates.

Using our knowledge of BSG Members' clinical and research interests, we can support you in creating targeted conversations that resonate with attendees.

Sustainability is once again high on our agenda and we are continuing to review how we can ensure the meeting is as sustainable as possible. We invite you to join us in these efforts.

We would be delighted if your organisation would work with us to support this innovative and exciting meeting, bringing together the very best in the fields of gastroenterology and hepatology.

Professor Adrian Stanley
BSG Senior Secretary

About the BSG

The British Society of Gastroenterology is a registered charity and the largest medical gastroenterology and hepatology community. A professional organisation, it is a voice for gastroenterology and hepatology in the UK, influencing health policy nationally. It has representation within the British Royal Colleges and consequently the Government and other NHS bodies. Internationally it is represented at World and European level and has strong links with other member societies across the world.

The BSG supports more than 3,900 members in providing the best care and outcomes for patients with gastrointestinal and liver disease, bringing them early awareness of changes in best practice and new research. It is intimately involved in all aspects of gastroenterology training in the UK. The BSG co-owns three journals. Gut is Europe's highest ranked gastroenterology journal, by citation related impact factor, and the Society's oldest title. Frontline Gastroenterology focuses on clinical aspects of gastroenterology. The newest addition to the portfolio is the open access journal BMJ Open Gastroenterology.

The Society regularly produces guidelines on aspects of contemporary practice.

Your Hosts



PROFESSOR ANDY VEITCH **BSG President**

Professor Andy Veitch is a Consultant Gastroenterologist at The Royal Wolverhampton NHS Trust with interests in advanced endoscopy, endoscopy training, endoscopy research and guidelines. He set up the first English centre for National Bowel Cancer Screening and has a leading role in the programme. He is currently leading on quality improvement in endoscopy services for the European Society of Gastrointestinal Endoscopy, and has a global role as a member (former Chair) of the Endoscopy Committee of the World Gastroenterology Organisation.



PROFESSOR COLIN REES **BSG President Elect**

Colin Rees is Professor of Gastroenterology at Newcastle University and an Honorary Consultant at South Tyneside and Sunderland NHS Trust. He is a National Institute for Health Research Senior Investigator, and his research interests include endoscopy and colorectal cancer (CRC) screening, prevention and early diagnosis. He has led many large endoscopy studies recruiting around 15000 patients and believes the UK should be a world leader in endoscopy and CRC research. Colin was previously BSG Endoscopy Vice President from 2015-17 and established the BSG Endoscopy Quality Improvement Programme (EQIP). He has a strong interest in patient reported experience measures and led development of the Newcastle ENDOPREM.



PROFESSOR ADRIAN STANLEY **BSG Senior Secretary**

Professor Stanley was appointed Consultant Gastroenterologist at Glasgow Royal Infirmary in 1999 and Honorary Professor at the University of Glasgow in 2018. He has active research interests and has published over 140 peer-reviewed papers spanning endoscopy and hepatology. He has co-authored four national and international guidelines and has advised SMC and NICE. Professor Stanley has been an invited speaker and performed live endoscopy at numerous national and international meetings. He is Director of the Annual Royal College of Physicians and Surgeons of Glasgow Glasgow-Gastro Conference. He was appointed Vice President (Medical) of the Royal College of Physicians and Surgeons of Glasgow in December 2019.



PROFESSOR HELEN STEED **BSG Secretary**

Professor Helen Steed is a Consultant Gastroenterologist at the Royal Wolverhampton NHS Trust with specialist and research interests in inflammatory bowel disease, nutrition and medical education. She is the Secretary for the British Society of Gastroenterology and Chair of the BSG Food and Function research group. Her research focus is on microbiota, biomarkers and family planning in inflammatory bowel disease. She has a strong education background and previously acted as Foundation Programme Director for the Royal Wolverhampton NHS Trust and now serves the Trust as Clinical Tutor overseeing the delivery of the postgraduate medical education program and as the regional West Midlands Faculty Development Lead.

Your Hosts



DR BJORN REMBACKEN
BSG Endoscopy Village

Dr Bjorn Rembacken is a Consultant Gastroenterologist and Specialist Endoscopist in Leeds. He is an international expert in endoscopy with particular expertise in the endoscopic detection and removal of neoplastic lesions. He is also an external assessor for the Bowel Cancer Screening Programme, and has a subspeciality interest in training and quality assurance in endoscopy.



DR MARK DONNELLY
BSG Endoscopy Village

Dr Mark Donnelly is a Consultant Gastroenterologist and Specialist Endoscopist in Sheffield. He is Professional Clinical Adviser for Colonoscopy to the Yorkshire and Humber Bowel Cancer Screening Programme, and has an international reputation in endoscopy training, having acted as faculty on over 200 courses.



DR NISHA PATEL
BSG Endoscopy Village

Dr Nisha Patel has an interest in endoscopy, technology, and innovation, and worked on developing the CYCLOPS robot for ESD, eye gaze endoscope, and was involved in endoscopy imaging studies including H Pylori, spectral imaging, coeliac disease, and colonic polyps. She is currently part of the BSG endoscopy CRG, is the BSG AI in Clinical Practice co-lead, is part of the SWiG committee, is the North-West Thames CRN co-lead, and is a Consultant Gastroenterologist in Imperial College Healthcare NHS Trust.

Membership Profile

Please find below a breakdown of sector membership to aid in refining your participation in BSG LIVE'23.

Membership (as of Sept 2022)

Over 90% of UK consultants and trainees in the gastroenterology speciality are BSG members.

Consultant	1605
Trainee	648
Nurse	594
Senior	90
International	105
NCCG and GP	80
AGIP/ AHP/PA	199
Taster	498
Honorary	97
Total	3916

2022 Section membership

Members of the BSG align to the 15 sections shown in this chart. The majority of sections are clinically-focused, although there are a few that are workforce-focused, such as nurses and trainees, that tie into membership type.

SECTION	MEMBERS
IBD	1732
Liver	1225
Endoscopy	1849
Pancreas	423
SWIG	135
AYP	106
Trainees	1216
Small Bowel and Nutrition	798
Pathology	157
Oesophageal	515
NGM	340
Gastroduodenal	598
Colorectal	683
AGIP	105
Nurses	643



The BSG & Industry

Why get involved?

- BSG LIVE'23 is the leading conference in the field of gastroenterology – this is your chance to support and inform the UK's gastroenterology and hepatology specialists on new initiatives and developments
- Generate fresh ideas and gather new insights
- Foster collaborations and build new relationships in a growing and fast-paced industry
- Connect directly with hard-to-reach influencers and decision makers within the gastroenterology and hepatology communities
- Network with some of the best researchers, clinical leaders and top policy makers from the UK and beyond
- Increase your visibility within the marketplace
- Reinforce and strengthen your positioning within the gastroenterology and hepatology communities

The BSG's activities are organised independently with costs being indirectly and partially offset by the support of Industry. There have been many examples of successful collaborations between the BSG and Industry which have resulted in the delivery of high-quality educational opportunities for our members. We believe that maintaining these mutually beneficial relationships is essential in continuing to provide the best and most up to date education for our members which in turn will help them address the key issues that face patients.

Our collective focus is to provide our attendees with a tailored educational journey focussed on relevant scientific exchanges, training, and networking opportunities.

Attendance

You are welcome to attend the scientific sessions for educational purposes. Each company is permitted to buy up to ten full registration passes. The fee for industry full delegate registrations is £750.00 + VAT per person. Please book via the Conference website. Registrations will open in January 2023. We would like to remind you that all commercial activity should only take place in the Exhibition area.

Wednesday 21st June

Scientific Programme						
07:30 - 08:00						
08:00 - 08:30	WELLBEING SOCIAL EVENT TBC					
08:30 - 09:00						
09:00 - 09:30	LIVER SYMPOSIUM	IBD SYMPOSIUM	CSSC SYMPOSIUM	ENDOSCOPY SYMPOSIUM	NGM SYMPOSIUM	AYP SYMPOSIUM
09:30 - 10:00						
10:00 - 10:30						
10:30 - 11:00	BREAK Exhibition Poster viewing					
11:00 - 11:30	LIVER SYMPOSIUM	IBD SYMPOSIUM	GASTRODUODENAL & OESOPHAGEAL FREE PAPERS/ UKBOR	ENDOSCOPY LIVE	NGM SYMPOSIUM	COLORECTAL SYMPOSIUM
11:30 - 12:00						
12:00 - 12:30						
12:30 - 13:00						
13:00 - 13:30	LUNCH BREAK (1.5 hrs) Exhibition Poster viewing					
13:30 - 14:00						
14:00 - 14:30	LIVER SYMPOSIUM	IBD SYMPOSIUM	GASTRODUODENAL SYMPOSIUM	ENDOSCOPY LIVE	NGM SYMPOSIUM	COLORECTAL SYMPOSIUM
14:30 - 15:00						
15:00 - 15:30						
15:30 - 16:00	BREAK Exhibition Poster viewing					
16:00 - 16:30						
16:30 - 17:00	SWG SYMPOSIUM	IBD SYMPOSIUM	OESOPHAGEAL SYMPOSIUM	ENDOSCOPY LIVE	BEST RESEARCH PAPERS OF 2022	COLORECTAL SYMPOSIUM
17:00 - 17:30						
17:30 - 18:00						
18:00 - 18:45	BSG AGM					
18:45 - 19:00						
19:00 - 19:30	FUN RUN					

Industry Programme	
INDUSTRY SYMPOSIA x2 30 Minutes	
	SILENT SYMPOSIA x1
INDUSTRY SYMPOSIA x2 40 Minutes	SILENT SYMPOSIA x1
	SILENT SYMPOSIA x1
	SILENT SYMPOSIA x1

Thursday 22nd June

Scientific Programme						
08:00 - 08:30						
08:30 - 09:00						
09:00 - 09:30	PANCREAS SYMPOSIUM	SUSTAINABILITY SYMPOSIUM	AGIP SYMPOSIUM	ENDOSCOPY SYMPOSIUM	PATHOLOGY SYMPOSIUM	TRAINEES SYMPOSIUM
10:45 - 10:00						
10:00 - 10:30						
10:30 - 11:00	BREAK Exhibition Poster viewing					
11:00 - 11:30	INTERNATIONAL SYMPOSIUM	AVOIDING BURNOUT	PRIMARY CARE INTERFACE IN GASTRO SYMPOSIUM	FUTURE ENDOSCOPY TRAINING IN THE UK	PATHOLOGY SYMPOSIUM	GUTS UK SYMPOSIUM
11:30 - 12:00						
12:00 - 12:30						
12:30 - 13:00						
13:00 - 13:30	LUNCH BREAK (1.5 hrs) Exhibition Poster viewing					
13:30 - 14:15	MEET THE EXPERTS	MEET THE EXPERTS	MEET THE EXPERTS	BSG RESEARCH SYMPOSIUM		MENTORING WORKSHOP
14:15 - 14:30	BREAK Exhibition Poster viewing					
14:30 - 15:15	MEET THE EXPERTS	MEET THE EXPERTS	MEET THE EXPERTS			

Industry Programme	
INDUSTRY SYMPOSIA x2 30 Minutes	
	SILENT SYMPOSIA x1
INDUSTRY SYMPOSIA x2 40 Minutes	SILENT SYMPOSIA x1

Exhibition

The Exhibition will take place in the Arena and adjoining Hall 2. The BSG stand will be located in the lower galleria which connects the Arena and Hall 2. There will be catering throughout. Tea, coffee and lunch will be served in both the Arena and Hall 2.

Any commercial organisation wishing to participate in commercial activity at BSG LIVE'23 must book an exhibition stand.

Arena

- Endoscopy Training Village Zone
- A dedicated silent symposium area which will be available for sponsored Industry sessions

Hall 2

- Poster displays, integrating original scientific research within the exhibition zones
- Industry Symposia will take place in rooms just off the exhibition in Hall 2.

The Exhibition Floorplan will be available shortly.



Exhibition Opening Times

DATE	TIME
Monday 19 th June 2023	13:00 – 18:00
Tuesday 20 th June 2023	08:00 – 18:00
Wednesday 21 st June 2023	08:00 – 18:00
Thursday 22 nd June 2023	08:00 – 15:00

Exhibition Fees

Space only
£700 +VAT per square metre

Example sizes and totals

SQM	DIMENSIONS	FEE EX VAT
18 sqm	6x3m	£12,600
12 sqm	4x3m	£8,400
9 sqm	3x3m	£6,300
6 sqm	2x3m	£4,200
4 sqm	2x2m	£2,800

Shell scheme
£750 +VAT per square metre

Example sizes and totals

SQM	DIMENSIONS	FEE EX VAT
18 sqm	6x3m	£13,500
12 sqm	4x3m	£9,000
9 sqm	3x3m	£6,750
6 sqm	2x3m	£4,500
4 sqm	2x2m	£3,000

Exhibition

Space Only

- 2 x exhibitor passes including tea, coffee and lunch per 9 sq. m. of space booked
- Acknowledgement on the dedicated BSG LIVE'23 website and app

Shell Scheme

- 1 pass per 6 sq. m. of space booked
- 2m high white panels, and fascia panels with name board displaying exhibitor name and stand number
- 1 x table and 2 x chairs per 6 sq. m. of space booked
- 1 x 500w square pin socket outlet per 6 sq. m. of space booked
- Shell scheme lighting
- Acknowledgment on the BSG LIVE'23 website and app

Charities and not-for-profits

A limited number of stands will be available at a reduced rate. Please contact us for further details

Catering

On each of the main days coffee and lunch will be served to exhibitors in the exhibition 30 minutes before delegates break from their sessions

Scanners

For capturing delegate information, scanners will be available for hire

Executive Meeting Rooms

There are a number of meeting rooms available for private hire. Please contact us for prices and availability.



BSG LIVE'23

Industry Partner Package

BSG LIVE'23 is a critical event in the gastroenterology and hepatology community. A full programme is focussed on basic and clinical science, with state of the art lectures, clinical updates, science masterclass and moderated poster rounds.

We invite you to join us as BSG Partners to maximise your engagement with BSG members at this must attend event and throughout the year.

FEE: £30,000 + VAT per company

The fee includes:

- Four complimentary Full Delegate Registration Passes for your Medical Team plus two complimentary Full Delegate Registration Passes for your Commercial Team. This will give access to all scientific sessions.
- SIX complimentary exhibitor registrations.
- Priority choice of exhibition stand location.
- First choice of symposia slots. Please note there will be a maximum of two major Industry symposia running at any one time, in addition to the smaller silent symposia taking place in the Arena.
- For Partners who run Industry Symposia and record their sessions, these can be hosted on the BSG LIVE'23 website for six weeks post conference.
- Interaction with the BSG to enhance your participation and align with key themes.
- An invitation for your team to attend the BSG LIVE'23 Partners' Welcome Event. This will be hosted by those members of the BSG Executive and Programme Committee in attendance at BSG LIVE'23.
- An invitation for your medical lead to attend two BSG Industry Roundtable Meetings which will be hosted at the BSG Offices in London throughout the year.
- You will have access to the BSG Strategic Partnerships Consultant for regular update meetings.
- Recognition of the role of your company in supporting the BSG as a Partner. (see next page)



Industry Partner Branding & Recognition

Pre-event

- Branding on BSG LIVE'23 Industry Partner's page of conference website
- Use of BSG LIVE'23 Partner logo in your promotional activities
- Your branding featured on circa eight pieces of delegate communications. (Full communications plan to be shared in January 2023)
- Partner promotion on BSG LIVE'23 social media platforms

On-site

- Branding at the venue in registration foyer and auditorium foyer
- Branding within the BSG LIVE'23 conference app
- Logo on pocket programme
- Company recognition given by the chair, from the podium, during the Plenary and Masterclass opening sessions

Post-event

- Partner recognition in post-event e-mail communication to attendees
- Recognition in scheduled social media posts
- For Partners who have run and recorded symposia an e-mail will be sent to attendees to direct them to the Partner Symposia recordings hosted on the BSG LIVE'23 website



Industry Symposia

We invite you to take the stage and harness the opportunity to share your own best practice and clinical developments, whether that be in biologic patient treatment plans, medical device enhancements, digital innovation or nutritional therapies. Our Members are keen to learn from you and eager to engage in scientific and educational dialogue. When creating your symposia programme please consider our BSG LIVE'23 objectives for inspiration. Aligning with these objectives will resonate closely and complement participants' experience whilst avoiding replication of core programme topics and other sponsored symposia.

Please note that we have spread out the timings of available slots. We have reduced the number of major symposia running concurrently to a maximum of two per time slot, in addition to the silent symposia in the exhibition hall.

Your symposium will be clearly detailed in the BSG LIVE'23 conference programme and app.

BSG Partners will be given the option to request preferred time slots. Industry symposia will be allocated following BSG Programme Committee approval.

Industry symposia are always very popular, so we recommend that you book ASAP to secure your preferred slot.

What's included:

- Meeting room
- Choice of breakfast, lunch or early evening time slots
- Standard audio visual package

Should you wish to have your session recorded, there will be an additional charge of £450 + VAT per symposium

Scanners will also be available at an extra cost to support you with delegate information capture

Industry Silent Symposia

We will have a silent symposia theatre located in the Arena section of the Exhibition.

The silent session area will be open plan in nature and attendees will be free to drop in and out as required.

What's included:

- Dedicated Symposia space in the Arena in the Exhibition
- Headsets for all participants
- Lectern
- PA system

The programme for the silent symposia will be advertised by a large printed programme in the exhibition hall and via the app.

Industry Symposia Branding & Recognition

Pre-event:

- A minimum of two co-branded e-shots sent out by the BSG to delegates outlining all symposia sessions
- One generic E-shot detailing industry sponsored symposia will be sent to the BSG LIVE'23 registrants during the 2 week run up to the meeting
- Inclusion of symposia session details in programme (in app and website)

On-site:

- We will list your symposium title on the event app and in all places that the full programme is displayed
- Programme board detailing industry symposia on display in the registration foyer
- Support from the BSG with the on-site promotion and advertising of your session
- 30 minutes prior to your symposium you may erect a pull-up style banner immediately outside of your room
- We will send out a generic push notification at a strategic time in respect of the Industry symposia taking place that day
- You will be allowed to hand out invitations and promote your symposium from your exhibition stand throughout the meeting

Post-event:

- Thank you email sent to all delegates acknowledging your Industry symposia

FEES:

INDUSTRY SYMPOSIA	INDICATE PREFERRED DAY*	PRICE + VAT
Morning Symposia 30 mins	Wednesday	£15,000
Morning Symposia 30 mins	Thursday	£10,000
Lunchtime Symposia 40 mins	Tuesday & Wednesday	£20,000
Lunchtime Symposia 40 mins	Thursday	£15,000
Evening Symposia 40 mins	Monday	£10,000
Evening Symposia 40 mins	Tuesday	£15,000
Silent Symposia Theatre Session 15 mins		£3,500
Silent Symposia Theatre Session 30 mins		£6,000

Endoscopy Training Village

FEE: £12,500 +VAT

As part of BSG's commitment to assist with the continued development and training needs of the UK's gastroenterologists and endoscopists, and following its popularity at BSG LIVE'22, we will once again run our Endoscopy Training Village for two days.

The Endoscopy Training Village will be located in the Arena Exhibition Hall. Participants will be able to book one-to-one training sessions when registering or during the meeting itself.

Supporter Benefits

- Hands-on opportunities to teach participants how to use your equipment
- Opportunity to brand your station
- Promotion on the BSG LIVE'23 website and app
- Each station will be 4m x 2m

Regulatory Considerations

The goal of the BSG and Industry is to develop a collaborative approach leading to the improvement of patient outcomes.

General Statement

The BSG expects all Industry sponsors and exhibitors to respect the educational spirit of our conferences and meetings.

We encourage companies with products, services and innovations aligned to GI and hepatology care and management to be part of our scientific and educational activities.

Industry regulations for sponsors and exhibitors

- For information and guidance on regulations and legislation involving the support of 3rd party (medical society) activities, the Codes of Practice issued by respective regulatory organisations and the National Ministry of Health, should be followed. Industry are responsible in all situations for ensuring that their promotion relating to BSG LIVE'23 is legal and ethical in the United Kingdom.
- The BSG assumes no responsibility for Industry non-compliance with industry regulations or legislation standards. Industry agrees to indemnify the BSG against any third-party claim, damage, or loss originating from any infringement of industry legislation or regulation requirements, including, but not limited to, infringement of industry legislation or regulation requirements.
- If you believe any industry activities do not align to industry codes, please advise our team as soon as possible.

BSG LIVE'23 Industry Booking Form

EXHIBITION	INDICATE NUMBER OF SQUARE METRES	INDICATE TOTAL PRICE	SELECT
Space Only @ £700			
Shell Scheme @ £750			
		PRICE + VAT	
BSG PARTNER PACKAGE		£30,000	
INDUSTRY SYMPOSIA	INDICATE PREFERRED DAY*		SELECT
Morning Symposia 30 mins	Wednesday	£15,000	
Morning Symposia 30 mins	Thursday	£10,000	
Lunchtime Symposia 40 mins	Tuesday & Wednesday	£20,000	
Lunchtime Symposia 40 mins	Thursday	£15,000	
Evening Symposia 40 mins	Monday	£10,000	
Evening Symposia 40 mins	Tuesday	£15,000	
Silent Symposia Theatre Session 15 mins		£3,500	
Silent Symposia Theatre Session 30 mins		£6,000	
ENDOSCOPY TRAINING VILLAGE STAND		£12,500	

Additional Item

PLEASE SPECIFY ANY ADDITIONAL ITEMS HERE

*Requests will be noted but not guaranteed.

BSG LIVE'23

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**Please contact us should you wish to
participate in BSG LIVE'23:**

Billy Fahey

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BSG Strategic Partnerships Consultant

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